



County of Los Angeles CHIEF EXECUTIVE OFFICE

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WILLIAM T FUJIOKA
Chief Executive Officer

August 21, 2007

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Board of Supervisors
GLORIA MOLINA
First District

YVONNE B. BURKE
Second District

ZEV YAROSLAVSKY
Third District

DON KNABE
Fourth District

MICHAEL D. ANTONOVICH
Fifth District

Dear Supervisors:

**CHIEF EXECUTIVE OFFICE: THE INFORMATION AND REFERRAL FEDERATION
OF LOS ANGELES COUNTY, INCORPORATED DBA 211 LA COUNTY
PUBLIC INFORMATION AND MARKETING CAMPAIGN
(ALL DISTRICTS AFFECTED) (3 VOTES)**

IT IS RECOMMENDED THAT YOUR BOARD:

1. Authorize to the Chief Executive Officer (CEO) to oversee the implementation and expansion of the County marketing of 2-1-1, through the identified low and no-cost measures in consultation with an internal County team of experts convened by the CEO.
2. Delegate authority to the Chief Executive Officer (CEO), or his designee to prepare and execute an amendment substantially similar to the amendment filed in conjunction with this Board letter to increase the maximum 211 LA County contract amount by an amount not to exceed \$250,000 to allow 211 LA County to engage an outside firm for its public information and marketing efforts, contingent on CEO approval of the selected firm, marketing plan, and budget.
3. Instruct the CEO, in conjunction with 211 LA County, to provide periodic briefings to Board offices on the status and impacts of implementation of the marketing efforts.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

On July 24, 2007, your Board approved a cost of living increase for the 211 LA County Agreement effective July 16, 2007, and directed the CEO to review and consider no- or low-cost options for marketing approaches to supplement or supplant those outlined by a marketing firm 211 LA County had contacted. Accordingly, your Board directed the CEO to return with recommendations on the best marketing and expenditure approach for 2-1-1 outreach efforts.

In 2005, the 2-1-1 dialing code became active in the County. Utilizing the 2-1-1 dialing code, the County has been able to provide an integrated and easily accessible system for health and human services information and referral resources to the County's residents, including code enforcement. However, while call volumes have exceeded the minimum required levels, it was recognized that additional efforts were needed in order to increase public awareness and call volume.

As 211 LA County had been actively marketing their services utilizing flyers, mailers, advertisements, community fairs, and public service announcements, professional services were sought to enhance the marketing process. The first phase of the public information and marketing campaign will be funded through the existing contract. The second phase requires supplemental funding; your Board has set aside funds in Provisional Funding Uses (PFU) to support continued 2-1-1 implementation activities.

In meeting with 211 LA County and Board offices, the need for "branding" 2-1-1 was recognized, including the design of items, such as posters, flyers, bumper stickers, etc. Professional services may be utilized for this purpose, as well as to prominently position 2-1-1 and tailor the 2-1-1 message to identified target markets, including unincorporated areas (e.g., code enforcement services), and various demographic groups in the County. "Branding" would be done prior to County implementation of identified no- and low-cost marketing approaches for better impact and to ensure a uniform message. A draft Amendment to the 211 LA County Agreement to provide funding to engage an outside marketing firm is attached.

This Office, in consultation with Board offices and 211 LA County, will evaluate the appropriate components of the overall marketing effort which should be performed by an outside firm with expertise in this area and the procedure for selecting the firm. Prior to execution of a contract between 211 LA County and an outside firm, this Office, in consultation with Board offices, will approve the final marketing plan and budget. This Office will also convene an interdepartmental team of County representatives with expertise in public outreach and marketing to provide ongoing input, assistance, and guidance on the implementation of the marketing effort.

Some of the no- and low-cost measures which will be pursued as part of the in-house marketing effort include the following:

- Require County departments to include 2-1-1 reference in department-sponsored internal and external newsletters/publications.
- Require departments to include 2-1-1 references in routine mailings, such as notices on In-Home Supportive Services checks/timesheets, welfare notices, County direct deposit notices, etc.

- Require all County contracts to include a mandatory requirement for contractors to post 2-1-1 posters in their place(s) of business (employee bulletin boards and any customer service counters).
- Direct the Public Library to ensure that every County library has a clearly visible 2-1-1 poster and 2-1-1 cards/brochures available for the public.
- Direct all departments to ensure that all employees receive informational brochures about 2-1-1 services and its relationship with the County, and include this information in all new hire orientation materials.
- Direct all departments to ensure that all public counters, public waiting areas, public meeting rooms, recreational centers, senior centers, congregate meal sites, child care facilities, etc., have a clearly visible 2-1-1 poster and 2-1-1 cards/brochures available for the public.
- Require all department Public Information Officers (PIOs) to attend a 2-1-1 presentation and to make this presentation part of new PIO hire orientation packet.
- Require 2-1-1 brochures/information materials be provided to all new CalWorks recipients, new GAIN/GROW/HICAP participants, new food stamp and MediCal applicants, new foster parents, soon-to-be emancipated youth, new adoptive parents, parolees, and anyone being released from County facilities (including jails, juvenile halls/camps, hospitals/clinics, etc).
- Require all departments to provide a link to 2-1-1 services on their Websites.
- When applicable and prior to public announcement of new County programs or services via a press release or press conference, 2-1-1 should be advised of and provided with, information and FAQs about the new County program/services. If necessary, staff training should also be provided by the responsible department. When applicable, require all County press releases or press conference materials to include 2-1-1 brochure or 2-1-1 reference in addition to or in place of an internal department number.
- Require all County fleet vehicles to place a 2-1-1 bumper sticker in a visible location on every vehicle.
- Develop a Public Service Announcement or 15- to 30-minute programs for inclusion in the County's cable programming and on the County Channel once it is implemented.

Implementation of Strategic Plan Goals

The recommended action is consistent with the principles of the Los Angeles County Strategic Plan Goal No. 1: Service Excellence, to provide the public with easy access to quality information and services that are both beneficial and responsive.

FISCAL IMPACT/FINANCING

In 2005-06, your Board approved a PFU allocation for the 2-1-1 dialing code implementation. In 2006-07, the PFU balance of \$802,000 for 2-1-1 was to be maintained as a reserve for further enhancements during the next Agreement period. If approved, the

CEO will transfer \$250,000 from PFU to Non-Departmental Special Accounts. The CEO will return to your Board with a recommendation should the remaining PFU balance of \$552,000 be required for additional implementation purposes. Otherwise, the PFU balance will be maintained as a reserve for the next Agreement period.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

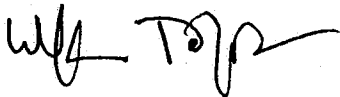
The California Public Utilities Commission designated The Information and Referral (I&R) Federation of Los Angeles County, Inc., dba 211 LA County, as the sole provider for 2-1-1 services within the County of Los Angeles.

On December 12, 2006, your Board approved a three-year contract agreement with 211 LA County to provide general and specialized I&R program services through the 2-1-1 dialing code for a term of January 1, 2007 through December 2009.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

The recommended action will allow 211 LA County to increase the customer service base by increasing awareness of the 2-1-1 program services.

Respectfully submitted,



WILLIAM T FUJIOKA
Chief Executive Officer

WTF::BY:LN
MKZ:KH:pg

Attachments (1)

c: County Counsel
Chief Information Officer
Director of Children and Family Services
Director of Community and Senior Services
Director and Chief Medical Officer of Health Services
Director of Mental Health
Director of Public Health and Health Officer
Director of Public Social Services
Executive Director of 211 LA County



**CONTRACT AMENDMENT
BY AND BETWEEN
COUNTY OF LOS ANGELES
AND
THE INFORMATION AND REFERRAL FEDERATION OF LOS ANGELES COUNTY,
INC. dba
211 LA COUNTY
FOR
2-1-1 AND SPECIALIZED INFORMATION AND REFERRAL SERVICES**

**Prepared by
Chief Executive Office**

**CEO CONTRACT AGREEMENT NUMBER: A0-0734
Amendment No. 2**

**CONTRACT AMENDMENT
COUNTY OF LOS ANGELES**

for

2-1-1 AND SPECIALIZED INFORMATION AND REFERRAL PROGRAM SERVICES

This Amendment No. 2 is made and entered into this ____ day of _____, 2007 by and between County of Los Angeles, hereinafter referred to as COUNTY and The Information and Referral Federation of Los Angeles County, Inc. dba 211 LA County, a California Non-Profit Benefit Corporation, hereinafter referred to as CONTRACTOR.

RECITALS

WHEREAS, the parties hereto have previously entered into a three-year contract on January 1, 2007, and amended on July 16, 2007, for an amount not to exceed \$16,528,758; and

WHEREAS, the Chief Executive Office has been delegated authority to prepare and execute amendments to this agreement for Cost of Living Adjustments as specified under section 8.58 of the terms and conditions; and

WHEREAS, CONTRACTOR is qualified by reason of experience, preparation, equipment, organization, staffing, and facilities to provide the services contemplated by this Agreement on behalf of COUNTY; and

WHEREAS, the parties hereto desire to amend said Agreement in accordance with the terms and conditions set forth below.

NOW THEREFORE, the parties hereto agree as follows:

- I. **Subsection 1.2 of SECTION 1.0 APPLICABLE DOCUMENTS** is hereby amended by adding new documents, which are attached hereto, and which will reflect the Provisional Financing Usage, as applicable:

Exhibit M - Public information and Marketing Plan, Outcomes, and Budget
(note: to be developed)

- II. **Subsection 5.1 of SECTION 5.0 CONTRACT SUM** is amended in its entirety as follows:

The maximum contract payment for the term will be **\$16,778,758**. CONTRACTOR will be paid an annual maximum amount of **\$5,425,384** for the first year and **\$5,505,562** for the subsequent years excluding the three year funding designated for Countywide Emergency Hotline activities and the Provisional Funding Usage services for fiscal year 2007-08. For Countywide Emergency Hotline activities, the **\$92,250** total contract amount, not to exceed **\$30,450** for the first year and **\$30,900** for

the subsequent years, will be paid on an actual cost, monthly basis. In the event of an actual disaster or unforeseen situation requiring an unusual level of financial trends, the COUNTY will then indicate to the CONTRACTOR whether or not the increased level of support can be continued based on COUNTY funded support. Provisional Financing Usage not to exceed **\$250,000** will be available for reimbursement of actual costs of public relations efforts.

- III. Except as expressly modified by this Amendment, the unaffected terms and conditions of the original contract shall remain valid, binding, and enforceable against the parties.

IN WITNESS WHEREOF, the parties by their duly authorized signatures, have caused this Amendment to become effective on the day, month, and year first above written.

COUNTY OF LOS ANGELES
CHIEF EXECUTIVE OFFICE

By _____
WILLIAM T FUJIOKA
CHIEF EXECUTIVE OFFICER

DATE

THE INFORMATION AND REFERRAL
FEDERATION OF THE COUNTY OF
LOS ANGELES, INC. dba 211 LA
COUNTY

By _____

MARIBEL MARIN

Typed or Printed

EXECUTIVE DIRECTOR

Title

Date

APPROVED AS TO FORM:

RAYMOND G. FORTNER, JR.
COUNTY COUNSEL

By _____